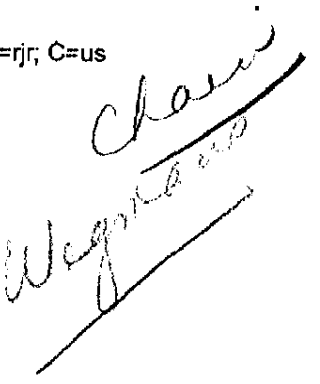
To: 1600 - Buffalo Region (BRZEZIE)
From: DDA:MSMAIL=rjrws/rjrpo4/mclaurj; O=rjrem; P=wsx400; A=rjr; C=us
Posted: 5/10/96 20:49
Opened: 5/13/96 20:49
Subject: WEGMAN Roll Fold Presentation

[[WEGMAN.PPT : 3923 in WEGMAN.PPT]]



51863 0260

Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

WEGMANS FOOD MARKETS & RJR

COMBINING RESOURCES: A PROMOTIONAL ALLIANCE

May 2, 1996

Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

51863 0261

DIRECT MARKETING PROGRAM FOR WEGMANS

WEGMANS CUSTOMERS ARE RJR CUSTOMERS

Together We Serve Them Better!

51863 0262

Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

Information

- Top panel art due May 20 for August 19 mailout date. Send to RJR ad agency, Coyne Beahm, to the attention of Rebecca Barker, 8515 Triad Drive, Colfax, NC 27235. Their phone number is 910- 996-1255, & fax, 910-996-7789.

- Art can be reproduced using 4-color process, if desired.

- Chain logo and top panel camera-ready art should be provided on disc in Macintosh Format with EPS art files created in either freehand or Quark Software. Include original art files and all screen & printer fonts used (Adobe only).

- RJR product coupons will be retailer coupons (not manufacturer's).

51863 0263

Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

Resources

WEGMANS Provides:

- Funding for half the rollfold's printing and postage.
- Corporate logo on disc or first generation Black & White ad slick with PMS color breaks indicated.
- Camera-ready art for WEGMANS' promotional top panel.
- Feedback after program has ended.

51863 0264

Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

Resources

RJR Provides:

- Database names and targeting expertise.
- Creative development of the mailer.
- Program administration.

RJR Doral Heavy-Up Program Provides:

- Funding of coupon redemption.
- Funding for half the rollfold's printing and postage.

Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

Benefits to RJR

- Offers added value to RJR customers.
- Increases sales of RJR products.
- Strengthens the impact and relevance of RJR promotional activity.

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Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

Benefits to WEGMANS

- Opportunity for WEGMANS to participate in a direct marketing program utilizing the RJR database of promotionally responsive households.

- Provides a vehicle to bring in new customers, build store traffic and increase sales with previously inaccessible competitive customers.

- Households in WEGMANS' trading areas will receive custom designed mailing with WEGMANS' logo and special offers.

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Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

Why Direct Marketing?

- Influences purchase decisions of promotion sensitive customers prior to retail visits.
- Impacts customers not effectively reached by other vehicles.
- Not just a coupon vehicle!
- It is a stealth approach to gain competitive advantage - prevents price wars.
- *One of the fastest growing/most popular practices among retailers is targeted direct marketing - way of the future!

*1995 Donnelly Marketing 17th Annual Survey of Promotional Practices

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Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

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Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

Benefits to WEGMANS

- Opportunity for WEGMANS to participate in a direct marketing program utilizing the RJR database of promotionally responsive households.

- Provides a vehicle to bring in new customers, build store traffic and increase sales with previously inaccessible competitive customers.

- Households in WEGMANS' trading areas will receive custom designed mailing with WEGMANS' logo and special offers.

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Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

Benefits to RJR

- Offers added value to RJR customers.
- Increases sales of RJR products.
- Strengthens the impact and relevance of RJR promotional activity.

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Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

Resources

RJR Provides:

- Database names and targeting expertise.
- Creative development of the mailer.
- Program administration.

RJR Doral Heavy-Up Program Provides:

- Funding of coupon redemption.
- Funding for half the rollfold's printing and postage.

Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

Resources

WEGMANS Provides:

- Funding for half the rollfold's printing and postage.
- Corporate logo on disc or first generation Black & White ad slick with PMS color breaks indicated.
- Camera-ready art for WEGMANS' promotional top panel.
- Feedback after program has ended.

51863 0273

Source: https://www.industrydocuments.ucsf.edu/docs/zznm0000

Information

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